

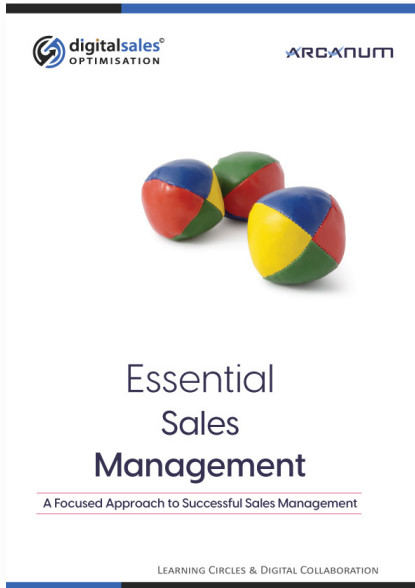


**'Essential Sales Management'**  
Building a World Class Sales Team

# 'Essential Sales Management'

## Building Relationships: The First 90 Days and Beyond

VIRTUAL WORKSHOP WITH PRE & POST MODULES  
USING THE WIZTANGO DIGITAL LEARNING PLATFORM



A CUSTOMISABLE DIGITALLY BLENDED  
COLLABORATIVE LEARNING EXPERIENCE WITH  
MULTIPLE DELIVERY AND DURATION OPTIONS & FORMATS

### SELECTED TOPICS & MODULES

UNDERSTANDING  
THE JOB

ADOPTING  
DIFFERENT STYLES

TIME & ACTIVITY  
MANAGEMENT

MANAGING  
UNDERPERFORMERS

COACHING:  
'ASK DON'T TELL'

MANAGING  
CONFLICT

PLANNING, ORGANISING  
& CONTROLLING

CUSTOMER  
RETENTION

HIRING &  
RECRUITMENT

DIGITAL SALES  
OPTIMISATION

There are few more critical positions in any organisation than sales managers, yet many find themselves promoted to the job without any formal training, and are typically considered because of their selling skills, not management skills.

The job requires a new set of skills which is now managing a team of people, so success for sales management hinges on developing an extensive range of new and very different skills that need to be learned quickly and easily. Essential Sales Management identifies what Managers need to do and just as importantly, understand how to do it.

Part of the course involves developing a sales strategy around Digital Sales Optimisation a tool which allows dynamic management of a salesforce, and creates a process to get the whole team delivering like champions.

# 'Essential Sales Management'

## Course Details & Technology



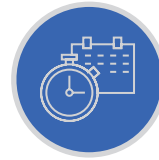
### Format:

- Online & Face-to-Face
- Collaborative/Blended
- Pre, Workshop & Post



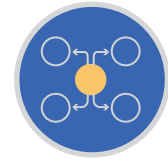
### Attendees:

- Up to 30 people
- Ideal for Newly Promoted Managers



### Duration:

- Pre = 2 Weeks
- Workshop = 2 Days
- Post = 2 Weeks



### Course/Learning Type:

- Modular
- 'Learning Circles'
- 'Spaced Learning'



### Learning Actions:

- Over 40 Items
- Questions & Exercises
- Examples/Case Studies



### Technology Used:

- PowerPoint™
- Wiztango/HTML 5
- Zoom or MS Teams



### Digital Courseware:

- PDF Handouts
- HTML 5 Interactive
- Video



### Analytical Evaluation:

- Measurable ROI
- Before & After Analysis
- In the Field Results

# ARCANUM

3.O2D (East Wing), Level 3, Menara BRDB  
285, Jalan Maarof, Bukit Bandaraya  
59000 Kuala Lumpur, MALAYSIA

190 Clemenceau Avenue  
#06-01  
Singapore 239924

219, Kensington High Street  
Kensington  
London W8 6BD

[mark@arcanumasia.com](mailto:mark@arcanumasia.com)

[www.arcanumasia.com](http://www.arcanumasia.com)



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Evidence Beats Opinion™



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OPTIMISATION

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